

Rep Order#	6830213	Ver#	3	Mod#	1	Status	Confirmed	Traffic Order#	103613
Ecd Yes									
									Sh

613 Printed: 07/02/2012 3:18 PM
 Last Received: 06/28/2012 12:34 PM
 Showing Buylines: All Lines

1 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

— CONTRACT COMMENT —

501

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1		W-F	5A-6A	NEWS	:30	\$400.00	08/08-08/10	3	1	3	\$1,200.00	
		Buyline Comment: NEWS										
2		M-TU	5A-6A	NEWS	:30	\$400.00	08/13-08/14	2	1	2	\$800.00	
		Buyline Comment: NEWS										
3		M	6A-7A	NEWS	:30	\$700.00	08/13-08/13	1	1	1	\$700.00	
		Buyline Comment: NEWS										
4		W	6A-7A	NEWS	:30	\$700.00	08/08-08/08	1	1	1	\$700.00	
		Buyline Comment: NEWS										
5		TH	7A-9A	TODAY SHOW	:30	\$1,400.00	08/09-08/09	1	1	1	\$1,400.00	
		Buyline Comment: TODAY SHOW										
6		W,F	5P-630P	NEWS	:30	\$1,000.00	08/08-08/10	2	1	2	\$2,000.00	
		Buyline Comment: NEWS										
7		TU	5P-630P	NEWS	:30	\$1,000.00	08/14-08/14	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										
8		W-F	7P-730P	WHEEL	:30	\$1,000.00	08/08-08/10	3	1	3	\$3,000.00	
		Buyline Comment: WHEEL										
9		M-TU	7P-730P	WHEEL	:30	\$1,000.00	08/13-08/14	2	1	2	\$2,000.00	
		Buyline Comment: WHEEL										
10		W	730P-8P	FACE	:30	\$800.00	08/08-08/08	1	1	1	\$800.00	
		Buyline Comment: FACE										

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Advertiser	() HELLER FOR SENATE		3299 K STREET NW SUITE #200	Sales Office	() PHILADELPHIA							
Product	HELLER FOR SENATE		WASHINGTON, DC 20007	Salesperson	() AMY MCCREARY							
Estimate#		Agency C/P1/P2/E		Salesperson Phone#	215-568-6540							
Buyer	NEIL WILLIAMS	Flight Dates	08/08/2012 - 08/14/2012	Salesperson FAX#	215-568-1845							
Phone#		Hiatus Weeks										
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	W-TH	12A-1230A	NEWS AFT OLY	:30	\$1,000.00	08/08-08/09	2	1	2	\$2,000.00	
	Buyline Comment: NEWS AFT OLY											
	12	SA-SU	5P-630P	NEWS	:30	\$650.00	08/11-08/12	2	1	2	\$1,300.00	
	Buyline Comment: NEWS											
	13	SU	11P-1135P	NEWS	:30	\$1,500.00	08/12-08/12	1	1	1	\$1,500.00	
	Buyline Comment: NEWS											
	14	SA	6A-7A	NEWS	:30	\$350.00	08/11-08/11	1	1	1	\$350.00	
	Buyline Comment: NEWS											
	15	SU	7A-8A	SUN TODAY	:30	\$625.00	08/12-08/12	0	0	0	\$0.00	
	Buyline Comment: SUN TODAY											
	16	W-F	730P-8P	OLY ZONE	:30	\$750.00	08/08-08/10	1	1	1	\$750.00	
	Buyline Comment: OLY ZONE											
	17	W-F	430A-459A	NEWS	:30	\$150.00	08/08-08/10	2	1	2	\$300.00	
	Buyline Comment: NEWS											
	18	TU	12P-1230P	NEWS	:30	\$425.00	08/14-08/14	1	1	1	\$425.00	
	Buyline Comment: NEWS											
	20	M	12P-1230P	NEWS	:30	\$425.00	08/13-08/13	1	1	1	\$425.00	
	Buyline Comment: NEWS											
	21	M	430A-459A	NEWS	:30	\$200.00	08/13-08/13	1	1	1	\$200.00	
	Buyline Comment: NEWS											

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 Advertiser () HELLER FOR SENATE
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 Buyer NEIL WILLIAMS
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 Fax#
 Report Totals: 29 / \$20,850.00

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---SALES MONTHLY TOTALS---

Aug 12: 29 / \$20,850.00
 Sales Totals: 29 / \$20,850.00
 Station Totals: 29 / \$20,850.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$90,652	CATV	0%	KBLR	0%	KINC	0%	KLAS	36%	KSNV	23%
		KTNV	18%	KTUD	1%	KVCW	3%	KVMY	4%	KVVU	15%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE